

## Peran Pemerintah Desa dan Manfaat (MTQ) Musabaqah Tilawatil Qur'an Terhadap Manajemen Perubahan Kecamatan Balinggi Kabupaten Parigi Mautong

### *The Role of Villlage Government and Benefits (MTQ) Musabaqah Tilawatil Qur'an Towards Change Management Balinggi District Parigi Moutung Regency*

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#### Abstrak

Kecamatan Balinggi berhasil meraih prestasi gemilang sebagai Juara Umum pada Musabaqah Tilawatil Qur'an (MTQ) XVIII tingkat Kabupaten Parigi Moutong (Parimo) tahun 2024, yang diselenggarakan pada 16–21 Desember 2024. Penelitian ini bertujuan untuk: (1) mengetahui peran MTQ sebagai sarana pengamalan dan pemahaman Al-Qur'an dalam kehidupan sehari-hari, (2) mendeskripsikan partisipasi masyarakat dalam melestarikan Al-Qur'an sebagai pedoman hidup, dan (3) menganalisis peran pemerintah dalam meningkatkan silaturahmi antarumat beragama. Penelitian ini menggunakan metode deskriptif kualitatif-kuantitatif tanpa hipotesis (Andra Tersiana, 2023), dengan teknik pengumpulan data melalui survei dan kuesioner wawancara terhadap 50 responden.

Hasil penelitian menunjukkan: (A) Karakteristik responden didominasi laki-laki (64%), usia 41–50 tahun, berpendidikan SMA/S1, bekerja sebagai PNS/non-PNS (62%), dan berpenghasilan menengah (72%). (B) Peran pemerintah desa dalam penyediaan lokasi dan prestasi kerja MTQ dinilai sangat baik, dengan 74% responden menyatakan sangat setuju. (C) Peran pemerintah kecamatan dalam meningkatkan kolaborasi dan kualitas layanan MTQ mendapat respons positif, di mana 68% responden sangat setuju. (D) Peran Kemenag Kabupaten dalam penyediaan sarana prasarana MTQ dianggap memuaskan, dengan 76% responden sangat setuju.

Kesimpulan penelitian menggarisbawahi bahwa MTQ tidak hanya menjadi ajang kompetisi, tetapi juga media penguatan keagamaan, partisipasi masyarakat, dan sinergi pemerintah dalam membangun harmonisasi sosial.

**Kata Kunci:** MTQ, Pengamalan Al-Qur'an, Peran Pemerintah, Silaturahmi, Deskriptif Kualitatif-Kuantitatif

#### Abstract

Balinggi District achieved a brilliant accomplishment by winning the Overall Champion title at the 18th Musabaqah Tilawatil Qur'an (MTQ) at the Regency Level of Parigi Moutong (Parimo) in 2024, held from December 16 to 21, 2024. This study aims to: (1) examine the role of MTQ as a means of implementing and understanding the Qur'an in daily life, (2) describe community participation in preserving the Qur'an as a life guide, and (3) analyze the government's role in enhancing interfaith harmony. The research uses a qualitative-quantitative descriptive method without hypotheses (Andra Tersiana, 2023), with data collected through surveys and interview questionnaires involving 50 respondents. The findings reveal: (A) Respondent demographics were predominantly male (64%), aged 41–50, with high school/bachelor's education, working as civil servants/non-civil servants (62%), and earning middle-income (72%). (B) The village government's role in preparing venues and supporting MTQ performance was highly rated, with 74% of respondents strongly agreeing. (C) The district government's efforts in improving collaboration and service quality for MTQ received positive feedback, with 68% strongly agreeing. (D) The Religious Affairs Office's (Kemenag) provision of MTQ facilities was deemed satisfactory, with 76% strongly agreeing. The study concludes that MTQ serves not only as a competition but also as a platform for religious reinforcement, community engagement, and government synergy in fostering social harmony.

**Keywords:** MTQ, Qur'anic Practice, Government Role, Social Harmony, Qualitative-Quantitative Descriptive

## INTRODUCTION

Balinggi District; Formed. Based on the letter of the Governor of Central Sulawesi number 14/year 2007, dated August 29, 2007. Balinggi District, Parigi Mautong Regency, Central Sulawesi Province. There are four (4) large villages that come out of Sausu District, namely (1) Malakosa Village, (2) Balinggi Village, (3) Uuli Village, and (4) Braban Village. Of the four (4) villages, it was expanded into nine (9) villages according to the letter of the Governor of Central Sulawesi and with the approval of the Parigi Mautong Regency DPRD, namely Malakosa Village, Tumpapa Indah Village, Laibagu Village, Balinggi Village, Balinggi Village, Suli, Suli, Suli, Suli Indah Village, Baraban Village and Catur Karya Village. Balinggi District consisting of from nine (9) villages with; a). The area of Balinggi sub-district is 30,000 square km.b). Average climate conditions of 23 to 24 degrees Celsius, average stable rainfall and balanced heat.c). The number of voters in Parigi Mautong Regency = 327,357: 23 sub-districts approximately = 14,233 people, according to the voter list contained in the minutes number: 682/PL.02.1-BA/7208/2024.d). Community workers, employees, farmers, traders, fishermen, and farm workers. Social conditions, very diverse tribes, kaili, bugis, gorontalo, bada, bali, and islam, religion, religion, and christianity.f). Education levels consist of elementary, junior high, high school, D3, S1, S2, which are now spread across various business sectors. The distance between the district and the district capital is 80 km, according to the letter of the governor of Central Sulawesi No.14/yr 2007, dated August 29, 2007. Balinggi District has nine villages, (9) of which are Hindu and Christian on average and only two (2) villages are diverse

Islam, namely Tumpapa Indah Village and Malakosa Village, Balinggi District with a homogeneous population of the sub-district = 14,233 people Both Hindu and Christian religions are around 70% and Islam is only about 30%. With the encouragement and cooperation of the Ministry of Religion of Parigi Mautong Regency and the Balinggi District Government, we are trying to prepare all the needs needed in MTQ activities, as well as

support from the district Ministry of Religion, especially in preparing costs or funding for these activities, in order to prepare the facilities and facilities of the activities that will be carried out. Balinggi District recorded a brilliant achievement by winning the General Champion at the XVIII Musabaqah Tilawatil Qur'an (MTQ) event at the Parigi Moutong Regency (Parimo) level in 2024. Which starts from 16 to 21 December 2024 until this victory is announced in the closing ceremony took place on Saturday (21/12/2024), at the Tumpapa Village football field. Beautiful, Balinggi District. As the host; 1) Kec.balinggi showed dominance with the highest score of 520 points. 2) The second place was won by Tinombo sub-district with 413 points. 3) Meanwhile, Kasimbar District ranked third with 235 points.

This achievement received appreciation from various parties, including the head of the office. Ministry of Religious Affairs of Parigi Moutong Regency represented by the Head of Section 3. Islamic Community Guidance, Darsono. Popular Umrah Gifts Enliven the Streets healthy family harmony. News of the Regional Office of Religion of Parigi Mautong Regency, December 30, 2024 "This is an extraordinary achievement for the Balinggi District Caravan. In addition to being the host, they managed to prove their ability by winning the General Champion at the district level MTQ event.

The success of religious teachings that are done well and correctly. New spirit 2025. Based on the background description mentioned above, the author wants to conduct research related to district-level MTQ activities in Balinggi sub-district with the title "THE ROLE OF VILLAGE GOVERNMENT AND THE BENEFITS (MTQ) OF MUSABAQAH TILAWATIL KUR'AN CHANGE MANAGEMENT OF BALINGGI DISTRICT REGENCY PARIGI MAUTONG".

The objectives of the research are, 1). To find out MTQ activities as a means to realize the practice and understanding of the Qur'an in daily life, the type of research used is descriptive research, according to Andra Tersiana, (2023) research methods (with qualitative and quantitative approaches) in general, descriptive research is non-

hypothesis research so that the research is rare and does not need to formulate a hypothesis for Problem Formulation.1). What is the role of the village government in preparing the location of participants and maintaining achievements in MTQ activities in Balinggi sub-district.2). What is the role of the sub-district government in preparing facilities and service quality parsarana for MTQ activities in Balinggi District, 3). What is the role of the regional government of the district office in preparing the implementing budget for MTQ activities in Balinggii sub-district Objectives of implementing MTQ activities, Uses and Benefits among others, 1). To know the community to participate in preserving the Qur'an as a guide and guide for life. 2). To find out the role of the government to improve friendship relations among religious people. The usefulness of MTQ activities among others; 1). Providing usefulness for the younger generation related to religious education is scourged.2). Providing usefulness for researchers to develop their experience in the field of social sciences. The benefits of implementing MTQ include; 1). Provide Meaningful Benefits good for community life, to increase friendship. 2). Provide good benefits for researchers, to strengthen cooperation in the community.

## **LITERATURE REVIEW**

### **Human Resource Management**

Work Performance. In everyday reality, the company is only expect the best achievements or work results from its employees. By Malay S.P Hasibuan, Human Resource Management, Revised Edition, (2021). But The results of the work will not be fully optimal from the employees and beneficial to the company. However, without a report on the working performance conditions of employees, the Organizations or companies are also not capable enough to make clear decisions On which officer should be given credit or which officer should be given who must receive punishment in line with his high achievement Certification of employee work performance. Reverse work implementation allows employees, managers, and the personnel department of ADAP correct the activities- activities to improve

achievements.a). Definition of work performance.

An organization is a collection of people who have the necessary competencies various, which are dependent on each other, which try to serve their common interests by utilizing various sources power. Basically, the common goal that the organization wants to achieve is Profit-seeking. Therefore, employees who are have high work performance. In general, work achievements are given limitations as a person's success in performing a job (mair, 1965). Further emphatic is Lewler and Potler (1967) who stated that Job Performance is a "successful role achievement" that is achieved by someone from his deeds. The level of success of a person in performing a task his work was called Level Of Performance by Vroom in (Asat 2001).

It is very rare to find terms that mean similar or overlapping with Job Pormance, e.g. Proficiency, Merit, and Productivity b). Factors Individual:1). Effort that shows a number of physical and mental synergies used in organizing task movements.,2). Abilities, which are traits personnel needed to carry out a task.3). Role/Task perception, i.e. all behaviors and activities that are felt necessary by individuals to Completing a job. c) The environmental factors that affects work performance.

1. Physical condition, 2. Equipment availability, 3. Time Use, 4. Readiness Material,5. Educational Facilities, 6. Supervision, 7. Organizational Design, 8. Training, 9.

Good luck. In this study, the measurement of work performance is directed at. The six aspects that are the key areas of achievement are; a). Work results.

The level of quantity and quality that has been produced and the extent of supervision done. b). Job knowledge. Level of knowledge related to the task work that will have a direct effect on the quantitative and qualitative of the the results of the work. c). Initiative. The level of content during the execution of the work task Especially in terms of handling problems that arise. d). Dexterity Mental. The level of ability and speed in receiving work instructions and adapt to the

way of working and the existing work situation, e). Attitude.

This study uses a quantitative research method based on a descriptive approach. The quantitative research method according to Sugiyono (2018) is a research method based on the philosophy of positivism with the aim of being able to research certain populations or samples, for data collection using research instruments, as well as for quantitative data analysis to test the hypotheses that have been set. This study aims to find out how the relationship between *live streaming*, promotion, and *affiliate marketing* variables to purchase decisions. The tool used in collecting information in this study is a questionnaire. The population used as the subject of this study is consumers who have bought Harlette Beauty products at Shopee, especially in Central Java. The number of Harlette Beauty buyers in Central Java is not known for sure so it will be sampled in the study using a non-probability sampling

technique called purposive sampling. The sample criteria in this study are that they have purchased Harlette Beauty products at Shopee, especially in Central Java at least once and men or women are at least 15 years old.

The number of samples is determined using the formula of Hair *et al.*, 2010 by calculating the number of indicators multiplied by 5 to 10. The number of samples in this study is 150, obtained from the number of indicators as many as 16 times 9 ( $16 \times 9 = 144$ ), but to facilitate the research, the number of samples is completed to 150 respondent samples. The data collection technique in this study is the filling out of questionnaires or questionnaires that are distributed to respondents to be filled. In collecting data questionnaires using online media through google forms. The analysis tool used to process the data is the SPSS application version 29. In this study, data were processed using multiple linear regression analysis tests.

## RESULT

### Multiple Linear Regression Analysis

**Table 1**  
**Multiple Linear Regression Processing Results**

Dependent Variable Y = Performance						
Variabel	Reg. Coeff	Std. Error	Beta	t	T table	Itself
C = Constanta	7,241	3,761		1,925		
X1 = <i>Live Streaming</i>	0,539	0,131	0,296	4,126	1,976	0,001
X2 = Promotion	0,882	0,132	0,444	6,688	1,976	0,001
XE = <i>Affiliate Marketing</i>	0,293	0,127	0,168	2,308	1,976	0,022
R- Square = 0,620    F statistic = 79,529						
Adjusted R-Square = 0,613    Sig F = 0,001						
F table = 2.67						

Source: Data processing *results* (2024)

Based on the results of the calculations obtained, shown in Table 1 above, the regression equation is obtained which is stated as follows:

$$Y = 7.241 + 0.296X_1 + 0.444X_2 + 0.168X_3 + e$$

1. The constant value of 7.241 can be interpreted that all independent variables (X), namely *live*

*streaming*, promotion, and *affiliate marketing*, are considered constant or have not changed.

2. The regression coefficient ( $\beta$ ) of X1 of 0.296 means that *live streaming* (X1) has a positive effect on the purchase decision of Harlette products on Shopee. This shows that the addition of one *live stream* will

- increase the purchase decision by 0.296 and vice versa.
3. The regression coefficient ( $\beta$ ) of X2 of 0.444 means that the promotion (X2) has a positive effect on the purchase decision of Harlette products at Shopee. This shows that adding one promotion will increase the purchase decision by 0.444 and vice versa.
  4. The regression coefficient ( $\beta$ ) of X3 of 0.168 means that *affiliate*

*marketing* (X3) has a positive effect on the purchase decision of Harlette products at Shopee. This shows that adding one *affiliate marketing* will increase the purchase decision by 0.168 and vice versa.

### Hypothesis Proof (t-test)

Based on the results of the t-calculation test in Table 4.21 for *live streaming* of 4.126 with a significance probability level of 0.001, t calculation for promotion of 6.688 with a probability level of 0.001 and t calculation for *affiliate marketing* of 2.308 with a probability level of 0.022. The interpretation of the data can be presented as follows:

#### Hipotesis 1

The results of the t-test shown in the table of hypothesis test results prove that the calculated t-value on the *live streaming* variable is  $4.126 >$  the t-value of the table is 1.976 with a significance value of  $0.001 < 0.05$ . This shows that the first hypothesis of the study is accepted. This means that the *live streaming* variable (X1) in this study was partially proven to have an effect on the decision.

#### Hipotesis 2

The results of the t-test shown in the table of hypothesis test results prove that the calculated t-value on the *affiliate marketing* variable is  $2.308 >$  the t-value of the table is 1.976 with a significance value of  $0.022 < 0.05$ . This shows that the three hypotheses of the study are accepted. This means that the *affiliate marketing* variable (X3) in this study was partially proven to have an effect on purchase decisions (Y).

#### Hipotesis 3

The results of the t-test shown in the table of hypothesis test results prove that the calculated t-value on the *affiliate marketing* variable is  $2.308 >$  the t-value of the table is 1.976 with a significance value of  $0.022 < 0.05$ . This shows that the three hypotheses of the study are accepted. This means that the *affiliate marketing* variable (X3) in this study was partially proven to have an effect on purchase decisions (Y).

#### Proof of the F Test

The F test is carried out to determine whether there is an influence of the free variable on the bound variable simultaneously. The F test is acceptable if  $F_{\text{calculated}} > F_{\text{table}}$  with a significance of  $< 0.05$ , then it can be said that the free variable has a simultaneous effect on the bound variable. To get the F value of the table,  $df = n - k$  (sum of the data-number variables) and the F value of the table is 2.67. Based on the results of the F test, it shows that the significance value for *live streaming* (X1), promotion (X2), *affiliate marketing* (X3) on the purchase decision (Y) is  $0.001 < 0.05$  and f calculation is  $79.529 > f_{\text{table}} 2.67$ . So it can be said that *live streaming*, promotions, and *affiliate marketing* have a simultaneous effect on purchase decisions.

#### Coefficient of Determination

It can be noted that the *Adjusted R Square* value of this study is 0.613 or it

can be said that independent variables in this case *live streaming*, promotion, and *affiliate marketing* can explain the variation in purchase decisions of 61.3% while the remaining 38.7% is explained by factors other than the model used in the study.

## DISCUSSION

### Live Streaming

The results show that *live streaming* has an influence on purchase decisions on Harlette Beauty products on Shopee. This is evidenced by a significance value of  $0.001 < 0.05$  and a calculated t value of  $4.126 > t$  table 1.976 which means that there is a positive relationship between *live streaming* and purchase decisions. This means that hypothesis 1 in this study is partially proven to be positive and significant. So it can be concluded that 10 *live streams* have an effect on purchasing decisions. The results of this study are in line with research conducted by Husniyyah et al. (2024) and Rahmawati et al. (2023) which explains that live streaming has a significant positive influence on purchasing decisions.

### Promotion

The results show that promotions have an influence on purchasing decisions on Harlette Beauty products on Shopee. This is

evidenced by a significance value of  $0.001 < 0.05$  and a t-value calculated of  $6.688 > t$  table 1.976 which means that there is a positive relationship between promotion and purchase decisions. This means that hypothesis 2 in this study is partially proven to be positive and significant. So it can be concluded that promotions affect the purchase decision. This study is in line with research conducted by Suyitno et al. (2024) and Hasanah & Kosasih (2022) who explain that promotions have a significant positive effect on purchasing decisions.

### Affiliate Marketing

The results show that *affiliate marketing* has an influence on purchasing decisions on Harlette Beauty products on Shopee. This is evidenced by a significance value of  $0.022 < 0.05$  and a t-value of  $2.308 > t$  table of 1.976 which means that there is a positive relationship between *affiliate marketing* and purchase decisions. This means that hypothesis 3 in this study is partially proven to be positive and significant. So it can be concluded that *affiliate marketing* has an effect on purchase decisions. This study is in line with research conducted by Ashari & Indayani (2023) and Widyawati & Asteria (2024), which explains that *affiliate marketing* has a significant positive influence on purchase decisions.

## CONCLUSION

Based on the discussion of the results of data analysis regarding the influence of live streaming, promotions, and affiliate marketing on purchase decisions on Harlette Beauty products at Shopee in Central Java which has been explained in the previous chapter, the author draws the following conclusions:

*Live streaming* (X1) has a significant positive effect on purchase decisions, meaning that the better *the live streaming* run by Harlette, it can increase consumers to decide to buy Harlette products on Shopee.

Promotion (X2) has a significant positive effect on purchase decisions, meaning that the better the promotion provided by Harlette to consumers, it can

increase consumers to decide to buy Harlette products on Shopee.

*Affiliate marketing* (X3) has a significant positive effect on purchase decisions, meaning that the better *the affiliate marketing* used by Harlette, it can increase consumers to decide to buy Harlette products on Shopee.

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